



## Course Number and Title: MKT 214 Advertising and Promotion

**Campus Location:**

Georgetown, Dover, Stanton, Wilmington

**Effective Date:**

2020-51

**Prerequisite:**

MKT 212

**Co-Requisites:**

None

**Course Credits and Hours:**

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

**Course Description:**

This course is an overview and application of advertising and promotion principles. It introduces concepts of planning, advertising, research, creativity, and psychological aspects of advertising and promotional activities.

**Required Text(s):**

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

**Additional Materials:**

None

**Schedule Type:**

Classroom Course

Hybrid Course

**Disclaimer:**

None

**Core Course Performance Objectives (CCPOs):**

1. Describe the evolution of advertising and promotion in the United States. (CCC 1, 2, 5; PGC 2, 6, 7; MKT 2, 6)
2. Identify the roles of advertising and promotion in today's business environment. (CCC 1, 2, 5; PGC 1, 2, 6, 7; MKT 2, 4, 6)
3. Discuss the impact of the advertising industry on society and on client organizations. (CCC 1, 2, 5; PGC 1, 2, 6, 7; MKT 2, 4, 6)
4. Compare and contrast various media and promotional devices used by businesses to promote their products and services. (CCC 1, 2, 5; PGC 2, 4, 5, 6, 7; MKT 2, 6)
5. Define and describe demographics and other methods used to segment target markets. (CCC 1, 2, 5; PGC 2, 6, 7; MKT 2, 6)
6. Describe how advertising and promotion is a critical component of an integrated marketing strategy. (CCC 1, 2, 5; PGC 2, 6, 7; MKT 2, 4, 6)
7. Analyze and develop advertising and promotional devices that attract and maintain target market customers. (CCC 1, 2, 5; PGC 2, 4, 6, 7; MKT 2, 4, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

**Measurable Performance Objectives (MPOs):**

Upon completion of this course, the student will:

1. Describe the evolution of advertising and promotion in the United States.
  1. Identify economic changes that gave rise to advertising.
  2. Discuss how the relationship between marketers and retailers has changed over time.
  3. Describe significant eras of promotion in the United States, including the impact of social change on promotion.
  4. Compare the basic types of agencies that can assist in brand promotion around the world.
  5. Discuss the advantages and disadvantages of globalized versus localized promotional campaigns.
2. Identify the roles of advertising and promotion in today's business environment.
  1. Explain promotion and integrated marketing communication (IMC).
  2. Describe how promotion fits into an organization's marketing mix.
  3. Explain the key role of IMC as a business process and its impact on business profitability.
3. Discuss the impact of the advertising industry on society and on client organizations.
  1. Identify and discuss societal changes that impact advertising and promotion.
  2. Describe how changes in technology have impacted advertising and its client organizations.
  3. Discuss how advertising transmits sociocultural meaning in order to sell things.
  4. Discuss the impact of promotion on society's well-being.
  5. Summarize ethical consideration related to brand promotion campaigns.
  6. Describe aspects of advertising regulated by the United States' government.
  7. Summarize the regulatory role of the Federal Trade Commission.
4. Compare and contrast various media and promotional devices used by businesses to promote their products and services.
  1. Identify the five major advertising media outlets, and examine the advantages and disadvantages of each one.
  2. Identify the main sales promotion techniques used in the consumer, trade channel, and business markets.
  3. Examine the uses and appeal of product placements.
5. Define and describe demographics and other methods used to segment target markets.
  1. Discuss the importance of targeting marketing communications to specific consumer groups.
  2. Describe the role of demographics in targeting consumer groups.
  3. Identify major demographic developments in the United States.
  4. Describe the role of psychographics and geo-demographics in specific consumer groups.
6. Describe how advertising and promotion is a critical component of an integrated marketing strategy.
  1. Explain the promotional component of an integrated marketing strategy.
  2. Discuss approaches to creating a unified and seamless brand experience for consumers across channels.
7. Analyze and develop advertising and promotional devices that attract and maintain target market customers.
  1. Analyze a professionally developed print ad, direct marketing piece, electronic marketing message, and sales promotion device.
  2. Develop and create print and radio ads for a target-specific market.
  3. Develop a final advertising and sales promotion project integrating at least two forms of media communication.

**Evaluation Criteria/Policies:**

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

**Final Course Grade:**

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Exams (4) (Summative Assessments) (equally weighted)	50%
Project/Presentation (Summative Assessments) (equally weighted)	25%
Formative Assessments (Assignments/Activities/Case Studies/ Quizzes)	25%
TOTAL	100%

**Core Curriculum Competencies (CCCs are the competencies every graduate will develop):**

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

**Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):**

1. Integrate professional, ethical and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Develop integrated sales presentations.
4. Utilize graphic design elements to develop professional hard-copy and electronic marketing/advertising materials.
5. Apply e-Marketing techniques to create a competitive presence.
6. Analyze the marketing strategic planning process of an organization.
7. Evaluate the actions taken to acquire and retain customers.

**Disabilities Support Statement:**

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.